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Atty. Dkt. No. 084561-0105

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Mark LANDESMANN  
Title: BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES  
Appl. No.: 09/837,377  
Filing Date: 04/19/2001  
Examiner: Christopher C. Grant  
Art Unit: 2611

**RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT UNDER 37 CFR 1.121**

Mail Stop NON-FEE AMENDMENT  
Commissioner for Patents  
PO Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated November 1, 2004, submitted herewith are claims 78 – 84, that were not properly identified with the proper status identifier.

78. (Original) The method as defined in claim 77, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

79. (Currently Amended) The method as defined in claim ~~10~~1, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories;

monitoring the receiver of an interactive television to determine if an ad has been zapped; and

providing an incentive ~~based~~ to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.